MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION
Curriculum and Syllabus
(For Students admitted from academic year 2015 – 2016 onwards)

UNDER CHOICE BASED CREDIT SYSTEM

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FACULTY OF SCIENCE AND HUMANITIES
SRM UNIVERSITY
SRM NAGAR, KATTANKULATHUR – 603 203
### SEMESTER I

<table>
<thead>
<tr>
<th>Career Stream Title</th>
<th>Subject Code</th>
<th>Subject Title</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compulsory Core</td>
<td>PJM15101</td>
<td>Principles of Mass Communication</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PJM15102</td>
<td>Reporting &amp; Editing for Print</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PJM15103</td>
<td>Current Issues</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Compulsory Core Lab</td>
<td>PJM15104</td>
<td>Lab Newspaper Production</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>PJM15105</td>
<td>Lab Magazine Production</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Elective 1</td>
<td>PJM15E01</td>
<td>Editorial &amp; Feature Writing</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PJM15E02</td>
<td>Content &amp;Technical Writing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>14</td>
<td>10</td>
<td>6</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>Career Stream Title</td>
<td>Subject Code</td>
<td>Subject Title</td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>Total of LTP</td>
<td>C</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------------</td>
<td>--------------------------------</td>
<td>----</td>
<td>---</td>
<td>---</td>
<td>--------------</td>
<td>---</td>
</tr>
<tr>
<td>Compulsory Core</td>
<td>PJM15201</td>
<td>Media Laws &amp; Ethics</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PJM15202</td>
<td>Essentials of Broadcast Journalism</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Compulsory Core Lab</td>
<td>PJM15203</td>
<td>Documentary Making</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>PJM15204</td>
<td>Electronic Media Production</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Elective 2</td>
<td>PJM15E03</td>
<td>Film Studies</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PJM15E04</td>
<td>Online Journalism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skill Based Elective</td>
<td>PJM15E51</td>
<td>Script Writing</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>PJM15E52</td>
<td>Creative Writing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non Major Elective -1</td>
<td>Open Elective -1</td>
<td></td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>15</td>
<td>8</td>
<td>7</td>
<td>30</td>
<td>23</td>
</tr>
</tbody>
</table>
### SEMESTER III

<table>
<thead>
<tr>
<th>Career Stream Title</th>
<th>Subject Code</th>
<th>Subject Title</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compulsory Core</td>
<td>PJM15301</td>
<td>Communication Research Methodology</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PJM15302</td>
<td>Principles of Advertising</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Compulsory Core Lab</td>
<td>PJM15303</td>
<td>Advertising Photography</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>PJM15304</td>
<td>Advertisement &amp; Public Relations Campaign</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Elective 3</td>
<td>PJM15E05</td>
<td>Public Relations &amp; Corporate Communication</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>PJM15E06</td>
<td>Event Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skill Based Elective</td>
<td>PJM15E53</td>
<td>Basics of Photography</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>PJM15E54</td>
<td>Magazine and Niche Journalism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non Major Elective -2</td>
<td></td>
<td>Open Elective-2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>14</td>
<td>10</td>
<td>6</td>
<td>30</td>
<td>22</td>
</tr>
</tbody>
</table>

### SEMESTER IV

<table>
<thead>
<tr>
<th>Career Stream Title</th>
<th>Subject Code</th>
<th>Subject Title</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Project</td>
<td>PJM15401</td>
<td>Project</td>
<td>0</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Dissertation</td>
<td>PJM15402</td>
<td>Dissertation</td>
<td>0</td>
<td>5</td>
<td>15</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>0</td>
<td>10</td>
<td>20</td>
<td>30</td>
<td>15</td>
</tr>
</tbody>
</table>

**TOTAL CREDITS FOR THE COURSE**  80

Total Credits to be earned for the degree: 80

3  MA JMC  2014-15 SRM (S&H)
SEMMTER – I

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15101</td>
<td>PRINCIPLES OF MASS COMMUNICATION</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to
1. Explain the concept and process of communication
2. Appreciate the potentials and limitations of various communication processes

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Fundamentals of communication-elements of communication-types of communication-process of communication-verbal & non-verbal- barriers in communication-scope and purpose of communication

UNIT II

UNIT III
Print media-definition-characteristics and types-newspaper-magazines-books-magazines and books in the digital age-scope and limitations of print media-recent trends in newspapers, magazines and books production and circulation.

UNIT IV
Electronic media-brief history-characteristics of radio, television, film-home video industry-direct broadcast satellite-direct to home service-recording industry-advertising-public relations-propaganda.
UNIT V
New media-history and evolution of the internet-characteristics and emergence of new media-online media-social networking-blogs-podcast-news portals-basics of web writing.

TEXT BOOKS

BOOKS FOR REFERENCE

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15102</td>
<td>REPORTING AND EDITING FOR PRINT</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Gain an insight into the nature and structure of reporting and editing for the print media.
2. Use different styles and techniques of writing.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
UNIT II

UNIT III

UNIT IV
News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI. Principles of editing- copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, style, spelling etc; rewriting; headlines; importance, functions of headlines, typography, language, readability and legibility. Picture editing: importance of pictures, selection of news pictures, cut lines, cropping methods, style sheet.

UNIT V
Readability Formulas; Flesch’s Reading Ease and Human Interest Formulas; Gunning's Fog Index; Dale-Chall Formula; Comparison of readability scores. Opinion page: Editorial writing: Purpose, types of editorials, subjects, Ombudsman –Review of Newspaper editorials Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns- Columnists- advertisements- newspapers layout and design- Review of editorial page.

TEXT BOOKS
2. Sehgal, Vivek  Editing for Print and Electronic Media, Neha Publishers, 2010

BOOKS FOR REFERENCE
1. Raman, Usha, Writing for the Media, Oxford University Press, 2010
Objective: At the end of this course, the students will be able to,
1. Familiarize with the current goings on in the international system and the
   linkages between domestic politics and international policies.
2. A glimpse into the decision making framework against the backdrop of
   globalization and the revolutions in information technology

COURSE REQUIREMENT: At the end of every unit, the students will be expected to
submit an assignment or make a presentation as a part of internal assessment.

UNIT I - GLOBALIZATION AND CHALLENGES OF GOVERNANCE.
What is globalization and the implications of this phenomenon to the developed and
developing nations. Impact of Globalization on Administration – E-Governance –
Administrative Corruption – Terrorism – People’s Participation in Administration –
Youth development and Governance – Governance at the grassroots level – Foreign
Direct Investment

UNIT II - REVOLUTIONS IN INFORMATION TECHNOLOGY.
Information and Communication Technology - definition and concept; Characteristics
of ICT; Theories and models of ICT; Barriers of ICT; Emerging trends in ICT; DBMS;
National and International information sources and services; Introduction to e-
marketing.

UNIT III - TRENDS IN NEW MEDIA.
New Media- definition; Concept of Convergence; Hypertext, hypermedia and World
Wide Web; virtual communities and virtual reality; Cyber culture and Cyberspace;
Mobile and Wireless Communication; Social and Professional Networking; Ethnicity
and Global Society and constraints of the social media.
UNIT IV - WORLD BUSINESS ENVIRONMENT.

UNIT V - MODERNITY AND SUSTAINABLE DEVELOPMENT

TEXT BOOKS

BOOKS FOR REFERENCE

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15104</td>
<td>LAB NEWSPAPER PRODUCTION</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Report on various topics
2. Gain knowledge of designing software.

UNIT I
Handling Sources - Campus Story - Interviewing
UNIT II
Developing Story Idea - News Writing – Inverted Pyramid, Leads, Captions

UNIT III
Photo- Journalism and Event photography

UNIT IV
Designing Journal

UNIT V
Lab Journal editing and Proof reading

EVALUATION PROCESS:
Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Software: Adobe Photoshop and Adobe Indesign.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15105</td>
<td>LAB MAGAZINE PRODUCTION</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the student will be able to,
1. Familiarize the techniques of magazine design and production
2. Do photo selection, write titles and outlines, design pages and cover selection
3. Emphasize on words and visuals
4. Receive hands-on experience in desktop publishing and in working as part of a creative team

UNIT I
Design principles, Typography, Title writing, cutline, Structure of magazine and magazine printing process, CMYK and LAB color process.

UNIT II
Layout Design
Page design, Double-page spreads, Photo selection, covers and Create template for various magazines, DTP
UNIT III
Introduction to magazine photography and Editing process by using Adobe photoshop and Image sequencing as well as meta data writing.

UNIT IV

UNIT V
Create theme based 20 page magazine.

EVALUATION PROCESS
Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E01</td>
<td>EDITORIAL AND FEATURE WRITING</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

OBJECTIVE: At the end of this course, the students will be able to,
1. Define and write editorials
2. Understand the significance of features, columns and reviews
3. Conduct and report interviews

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

UNIT II
UNIT III
COLUMN WRITING: Definition – Types - Purpose and style of writing, regular columns of a newspaper, magazine, who is a columnist? Discuss some of the prominent contemporary columnist. Analyse their styles

UNIT IV
REVIEWS: Definition – Types -Books – Films - Food – Music – Theatre – Products etc. Do’s and Don’ts – Format of reviews

UNIT V
INTERVIEWS: Definition – Types – Steps involved – Plan – Procedure

TEXT BOOKS
1. Raman, Usha, Writing for the Media, Oxford University Press, 2010

BOOKS FOR REFERENCE

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E02</td>
<td>CONTENT AND TECHNICAL WRITING</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Build extensive knowledge in areas such as business and technical writing.
2. Develop writing and editing skills for various official purposes.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Index point score - Flesch's Reading Ease Score (RES) and Human Interest Score (HIS).

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
2. Tom Hutchinson & Alan Waters, English for Specific Purpose –Cambridge University Press, 2006

BOOKS FOR REFERENCE
2. Raman, Usha, Writing for the Media, Oxford University Press, 2010
SEMESTER – II

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15201</td>
<td>MEDIA LAWS AND ETHICS</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Understand the laws and ethics related to media in India.
2. Obtain knowledge on the Press Commission, committees and codes, as well government regulations of the broadcasting and multimedia industries.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

UNIT II

UNIT III
Press commissions - Press council: structure and functions - Reports of various committees & commissions dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee, Mac Bride Commission

UNIT IV
ASCI code of ethics for advertising - DAVP’S code of advertising - IPRA code of ethics for PR practitioners PRSI code for PR practitioners - Code of ethics by editor’s guild of India - Code of conduct for journalists by press council and media houses
UNIT V

TEXT BOOKS

BOOKS FOR REFERENCE

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15202</td>
<td>ESSENTIALS OF BROADCAST</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>JOURNALISM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Understand the story structure and elements of Broadcasting Journalism
2. Become proficient in attributing sources, getting information right, avoiding libelous speech, understanding the ethics behind news reporting
3. Employ field-reporting techniques; Master on-camera interview, both in the field and inside the studio
4. Use images to tell stories; Produce news shows that feature their news stories

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries.

UNIT II
Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

UNIT III
Television station – structure and functioning; Planning and production of TV programmes: pre- production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV

UNIT IV
Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

UNIT V
Social and cultural impact of foreign TV networks, need for policy frame work, factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

TEXT BOOKS
1. Tatano, Randy Broadcast Journalism, Createspace Publishers 2012

BOOKS FOR REFERENCE
OBJECTIVE: At the end of this course, the student will be able to,
1. Work on the production of various documentary styles.
2. Analyse readings, screenings, analysis, discussion, equipment and process orientation, and unsupervised field production/editing.
3. Work with digital video to develop media production skills.

PROCESS
- First assignment—Proposal (Individual)
- Second assignment—Trailer project (Individual)
- Third assignment—Preproduction presentation (group)
- Fourth assignment—Production screening (group)
- Fifth assignment—12 to 20 min. documentary (group)

UNIT I
Developing the Idea and Doing the Research. Critical Needs: Characters and a Visual Story, Proposals, Budgets, and Fund-raising, Documentary samples shown to demonstrate styles, Equipment orientation and proposal previews.

UNIT II
Preparing for Collaboration, Classic documentary styles and production, Discussion of proposals and selection criteria, Trailer projects (individual projects).

UNIT III
Individual Proposal, Planning for Effective Interviews, Sound Considerations

UNIT IV
Preproduction presentation by groups -Preparing Crew List - managing data sheets.

UNIT V
Documentary production and Post –Production
EVALUATION PROCESS
Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15204</td>
<td>ELECTRONIC MEDIA PRODUCTION</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Obtain a practical knowledge of operational techniques, including hands-on equipment training with cameras, lighting, sound and editing equipment.
2. Gain experience on crew roles and responsibilities

UNIT I
Concept and idea generation
Writing proposal or synopsis for production
Various stages of production: pre production, production, post production

UNIT II
Introduction to still and video camera
Basic elements of television production: video, audio, lighting, makeup, scenic Design, graphics and animation, talent, script
Basic elements of radio production: music, spoken word, special effects

UNIT III
Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program, and commentary.
Production team members and their responsibilities
Introduction to radio equipments

UNIT IV
Television program formats – fictional and non-fictional programs
Production team members and their responsibilities
Introduction to various video formats and equipments
UNIT V
Short film making
Commercials
Jingles

EVALUATION PROCESS
Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E03</td>
<td>FILM STUDIES</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

OBJECTIVE: At the end of this course, the students will be able to,
1. Explore the history of cinema (World and Indian cinema) and also critically analyse movies that are being screened.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

UNIT II

UNIT III
Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene. Cinematographer
properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

UNIT IV
The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

UNIT V
Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

TEXT BOOKS

BOOKS FOR REFERENCE
1. David Bordwell, Film Art: An Introduction, Mcgraw-Hill, 2012
2. Thoraval, Yves, The Cinema of India, Praeger 2000
<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E04</td>
<td>ONLINE JOURNALISM</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

**OBJECTIVE:** At the end of this course, the students will be able to,
1. Gain knowledge on the contemporary media technology.
2. Create their own blogs and participating in group blogs and also on Twitter and Facebook
3. Analyse emerging media themes, the ethical aspects of online publishing and distinguishing between news found in websites as opposed to print and media outlets.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

**UNIT I**
New Media: history, definition, characteristics; New media and interactivity; The World Wide Web and the Information Society; New Media: information, education and entertainment; Media convergence; New Media and mass communication; Introduction to internet: Net as medium of Communication – History and Evolution of the Internet; Online Journalism: Definition and Concept and Features of Online Journalism.

**UNIT II**
New media and the news flow: Trends and technologies in digital news media - Blogs and Social Media; Online Journalism: Issues and Challenges in Online Journalism; Impact of new media technology on media message; New media and freedom of speech and expression; Need for regulations; Dynamics of social relationships; Mobile Communication.

**UNIT III**
Skills a journalist needs in the digital age, multimedia tools available to report the story immediately; Contextual hyper linking; Citizen Journalism and Precision Journalism; Computer Assisted Reporting.
UNIT IV

UNIT V
Ethics of online journalism- anonymity, speed, rumours and corrections, impartiality, conflicts of interest, and partisan journalism, Reporters and Social Media, Ethics of images.

TEXT BOOKS

BOOKS FOR REFERENCE

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E51</td>
<td>SCRIPT WRITING</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

OBJECTIVE: At the end of this course, the student will be able to,
1. Work on the various styles of script writing
2. Analyse readings, screenings, analysis, discussion, equipment and process orientation, and unsupervised field production/editing.
3. Work with digital video to develop media production skills.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Meaning and importance of language
Language and communication
Essentials of good writings
UNIT II
Writing for mass communication
Features of spoken language
Concept of visual language
Writing for visuals

UNIT III
Process of script writing
Introduction to various formats of scripts
Writing for television news, documentary, serial and advertisement

UNIT IV
Writing for radio programmes
Writing radio news, talk, advertisement, feature
Conducting radio interview, discussion and phone-in programmes

UNIT V
Writing for television programme
Writing for live show, anchoring and commercials
Conducting live phone in programme, interview and news reading

EVALUATION PROCESS
Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E52</td>
<td>CREATIVE WRITING</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Learn various skills and techniques creative writers adopt to develop a sustainable practice in the contemporary field.
2. Understand various modes of art-in-language.
3. Develop other valuable skills to transform writing into a professional practice including generating work, critical reading and response.
COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Introduction to Creative Writing, Character Sketching, Memoir Writing and Dialogue Writing.

UNIT II
Writing Short Stories, Feature Writing, Screen Writing, Biography, Autobiography.

UNIT III
Writing Food Reviews, Restaurant Reviews, Movie Reviews, Book Reviews, Music Reviews, and Dance Reviews.

UNIT IV
Introduction to Poetry, Different forms of Poetry: Sonnet, Ode, Haiku Poems, Limerick, Ballad, Lyric and Epic.

UNIT V
Writing Novels, Science Fiction Stories, Crime Stories, Thrillers and Horror Stories.

TEXT BOOKS

BOOKS FOR REFERENCE
OBJECTIVE: At the end of this course, the students will be able to,
1. Define and explain the process of media research
2. Conduct media research by making use of any of the research methods
3. Write a report after analysis and interpretation of data

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Nature & scope of Mass Communication Research; Selecting the Research Problem from a broader outline to a workable formulation; Elements of Synopsis and its importance in designing the research studies; research and communication theories; Ethical perspectives of mass media research.

UNIT II
Review of Literature; Defining Research Problem; Research Objectives; Hypothesis; Theoretical framework; Research Design; Sampling: Meaning & Types of Sampling, Probability & Non-Probability.

UNIT III
Research Elements; Variable: Meaning and Types of Variables; Measurement: Levels of Measurement (nominal, ordinal, interval and ratio); Reliability and Validity of Measurements; Scales and Types of Scales; Data: Sources of Data - Primary and Secondary Data; Data Collection Tools: Observation, Questionnaires and Interview Schedule.

UNIT IV
Qualitative and Quantitative studies: Meaning and Differences; Observational studies-Field observation technique--Choosing the research site, Gaining access, Sampling, Collecting and analysing the data, Exiting; Focus Group Studies: Methodology of FG studies, Defining the problem, Sample selection, Conducting sessions; Intensive Interviews: Characteristics of Intensive Interviews in contrast to observational studies.
the traditional interview techniques. **Descriptive and Analytical Surveys**: Sampling and its importance, Types of sampling designs—Probability and Non-probability sampling designs; **Content Analysis**: Formulating the research question, Defining the universe, Selecting the sample, Selecting units of analysis, Making categories, Coding the content, Data analysis and interpretation. **Experimental Studies**: Methodology, Importance of independent, dependent and control variables, Experimental and control groups.

**UNIT V**
Data processing; Coding & tabulation (Statistical tools) of the data collected; Elementary understanding of statistical techniques of data analyses; Mechanics of Research Report Writing; Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing,

**TEXT BOOKS**

**BOOKS FOR REFERENCE**
OBJECTIVES: At the end of this course, the students will be able to,
1. Define and explain advertising, its role and functions
2. Identify various types of advertising
3. Differentiate between advertising as a communication, marketing and PR tool
4. Explain the working of an ad agency

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Definition & Meaning of Advertising- Role and functions of Advertising- Nature & Scope of Advertising- Growth & Development of Advertising in India & World-Global Scenario of Advertising-Advertising industry in India, Socio economic effects of AdvertisingEthical& Regulatory Aspects of Advertising

UNIT II

UNIT III

UNIT IV
Concept of advertising agencies- Introduction to major Ad agencies in India--Role, Types, Structure & functions- The advertisers; client –agency relationship- Criteria to select an ad agency-Media planning strategy and methods.
UNIT V

TEXT BOOKS

BOOKS FOR REFERENCE

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15303</td>
<td>ADVERTISING PHOTOGRAPHY</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

OBJECTIVES: At the end of this course, the students will be able to,
1. Gain knowledge on upper Commercial Photography skills utilizing a professional photo studio and industry-standard software and equipment.
2. Utilize the 3 stages of professional photo production (Pre-Production, Production and Post-Production).
3. Use digital SLRs, a photo studio and will work with the latest technology and industry-standard software.
4. Work on camera operation lighting, image editing software, digital workflow, and output for print.

UNIT I
Visual of the product (Photograph against plain backdrop)
Visual of the product in a setting where it is used
Visual in use
Visual of a benefit from using the product
UNIT II
Visual showing the loss or disadvantage resulting from not using the advertised product
Dramatization of the headline
Dramatization of the evidence
Dramatizing a detail (in the product)

UNIT III
Comparison between two brands
Contrast between before and after using the product
Visuals using Trade Characters
Symbolism

UNIT IV
Abstract illustration (Logo)
Continuity strip
Mood setting visual
Visual of the product in the package

UNIT V
Visual of the product ingredients or raw materials
Special effects (Freezing movements)
Montage
Visual with models

EVALUATION PROCESS: Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.
OBJECTIVES: At the end of this course, the students will be able to,
1. Plan, design and implement PR tools effectively
2. Prepare presentations
3. Write press release, speeches, memos and notices
4. Create advertisements in print and electronic media
5. Develop and design ad campaigns

AD CAMPAIGN
Campaign planning
Situation analysis, Market research and formulating objectives
Campaign creation and Production
Media Planning, selection, budgeting and scheduling
Evaluation, Feedback and Analysis
1. Analyse 5 Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG, Consumer
3. Durables and Service Sector
4. Design display advertisement, classified & display classified (one each)
5. Print advertising preparation – copy writing, designing, making posters, handbills
6. Writing radio spots and jingles
7. Writing TV commercials, developing script and story board
8. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme.

PR CAMPAIGN
Finding a problem
PR campaign - programme planning, evaluation
1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each)
4. Designing house journals.
5. Organize press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of any event
8. Prepare power point presentations

**EVALUATION PROCESS**
Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E05</td>
<td>PUBLIC RELATIONS AND CORPORATE COMMUNICATION</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

**OBJECTIVES:** At the end of this course, the students will be able to,
1. Obtain the skills of a PRO.
2. Know the functioning of a PR department in an organisation.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

**UNIT I**
Public Relations: Definitions, PR as a management concept, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context, PR firms in India: status and growth- Relationship of PR & Communication mix - Relationship Marketing and customer equity - Key Players and issues within the industry.

**UNIT II**
PR Publics: Internal and external public; issues and problems; management approach, PR strategy, Channels of Communication – public perception, evaluation. PR Strategy, Research, SWOT Analysis, PEST, Gap analysis, Market Research. Original Research on any two of the following functions - media relations, brand management, crisis communication, grass roots advocacy, public opinion, corporate social responsibility.
UNIT III
Advertising for PR communications, Press kits, Special events in PR, Special nature of Ads as communication. House journals, advantages of periodicals, limitations of periodicals, types of PR periodicals: internal and external, PR literature special PR media and techniques. Role of PRO in event management. Ethical Issues in PR, Consumer...
### OBJECTIVES:
At the end of the course the students will be able to,

1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event
3. Explain the revenue generating process for an event
4. Enumerate the steps involved in evaluation and assessment of an event
5. Acquire an understanding of the techniques and strategies required to plan successful events.

### COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

### UNIT II
Conceptualization and planning-nature of planning-planning the setting, location and site-Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources.

### UNIT III

### UNIT IV
Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach toward Events

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E06</td>
<td>EVENT MANAGEMENT</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>
UNIT V
Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives
Media – Types of Media, Media relations, Media Management PR strategy and
planning – identifying right PR strategy, Brain Storming sessions, Event organization,
writing for PR

TEXT BOOKS
1. Singh, Ganga Sagar  Event Management: A Booming Industry and an Eventful
career, Harananand Publications 2011.

BOOKS FOR REFERENCE
2. Lena Malouf, Events Exposed: Managing And Designing Special Events, Wiley,
2012

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E53</td>
<td>BASICS OF PHOTOGRAPHY</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

OBJECTIVES:
a) To help students understand the principles and practice of photography
b) To enable students to enjoy photography as an art.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to
submit an assignment or make a presentation as a part of internal assessment.

UNIT I - BASIC PRINCIPLES
Properties of light electromagnetic spectrum, reflection, transmission, refraction and
polarization of light. Different type of light sources and their sources and properties.
Controlling light, pin hole camera, concave and convex lenses and mirrors, real and
virtual image formation. Photosensitive material, image formation, latent image
development as fixing History of Photography and Types of Camera

UNIT II -Camera
Mechanism of aperture, shutter, camera body view finds, transport, lenses
Classification of camera and their relative comparison Camera operation, exposure
light tables.
UNIT III - BASIC PHOTOGRAPHY
Various parts of the camera - Loading and shooting on black and white film - Effect of aperture - Effect of shutter speed - Using flash light - Use of camera accessories - Care and maintenance of camera equipment

UNIT IV - COLOUR PHOTOGRAPHY
Introducing to colour film Colour and light basic principles of colour sensitive colour temperature, colour reversal film, colour negative film Light and lighting outdoor, night, indoor lighting, indoor portraiture Colour development Concepts of composition Digital Photography

UNIT V - BASICS OF PHOTO JOURNALISM
Candid Street, Celebrity and Secret Photography, Documentary Photography, Subminiature Photography and closed circuit of Television Major Concerns of Photojournalism

TEXT BOOKS

REFERENCE
<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15E54</td>
<td>MAGAZINE AND NICHE JOURNALISM</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

OBJECTIVES
- Learning the history, development and current status of magazine journalism in India
- Introducing students to specialized journalistic writing

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Definition and types of magazines - news, special interest, general, lifestyle, glamour, gossip Brief history of the development of the magazine; reasons for its success internationally and in India; the magazine boom in India and the glorious years of the new magazine.

UNIT II
Magazine formats and their difference from other media; magazine formats within a genre and unique features that are developed. Overview of English and other Indian language magazines today

UNIT III
Writing and editing for a niche magazine audience, with special focus on: Sports - Media vehicles devoted to the niche - Dominant sports and their background - Pre-contest coverage - Complete game story – preparation, watching the game, important aspects to cover, using significant statistics - Columns - speculation, post-contest analysis, personal reflections - Comparing coverage in different media

UNIT IV
Health - Areas usually covered - Different media vehicles, Entertainment and lifestyle - Examining different kinds of magazines in this wide category - Importance of style and kinds of matter that makes stories, Travel - Magazines in this category - Types of stories
UNIT V
Environment - How print and broadcast media deal with the issue - How environment in covered in mainstream press - The need for specialized reporting on the area, Cultural Journalism - Introduction to the developments and current trends in: - Visual Arts - Dance - Drama - Music And how to review an event or an exhibition of works in these fields Women’s magazines - The difference between ‘serious’ and other women’s magazines - What mainstream ‘women’ magazines cover and their projection of women

TEXT BOOKS
1. Riordan, Daniel G.; Parley, Steven E., Technical Report Writing Today (Indian adaptation, 8th edition) Biztantra, New Delhi, 1st Reprint 2005

BOOKS FOR REFERENCE
SEMMESTER – IV

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSES TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15401</td>
<td>PROJECT</td>
<td>0</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

OBJECTIVE
To provide the student with the opportunity to make a portfolio for their career in their area of interest.

Stage I: Identifying Topic and Allotment of Guides
Stage II: Review I
Stage III: Review II
Stage IV: Review III
Stage V: Final Submission of the Project

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSES TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Of LTP</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PJM15402</td>
<td>DISSERTATION</td>
<td>0</td>
<td>5</td>
<td>15</td>
<td>20</td>
<td>10</td>
</tr>
</tbody>
</table>

OBJECTIVE
To provide the student with the opportunity of doing a research in their area of interest.

Stage I: Identifying Topic and Allotment of Guides
Stage II: Review I
Stage III: Review II
Stage IV: Review III
Stage V: Final Submission of the Dissertation.